

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Gary B. Robinson Art Unit : 3622
Serial No. : 09/893,748 Examiner : Jeffrey D. Carlson
Filed : June 29, 2001 Conf. No. : 3348
Title : AUTOMATED COLLABORATIVE FILTERING IN WORLD WIDE WEB
ADVERTISING

Mail Stop Amendment

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO NOTICE OF NON-COMPLIANT
AMENDMENT DATED JUNE 1, 2009

Please amend the above-identified application as detailed below and consider the following remarks, in addition to those remarks submitted June 29, 2001 and February 3, 2006.

Amendments to the Claims are reflected in a listing of claims that begins on page 2 of this paper.

Remarks begin on page 13 of this paper.